

In the Specification

Page 2, before line 1, insert the following:

--One particular method includes: presenting a collection of retail items, each having an indicia associated therewith, in a bricks and mortar store offering items for sale; sensing the indicia associated with selected ones of said items; compiling a list identifying the items whose indicia were sensed; storing said list in a data structure associated with a user; later recalling said list; using the recalled list to present a customized selection of items in an on-line shopping environment; and receiving input from a user identifying a subset of items from said customized selection of items.

Another particular method relates to conducting an online shopping session by: identifying a user by reference to a login identifier; recalling a list of products associated with the user; presenting products from said list to the user for selection; receiving user selections of products to be purchased; receiving an indication that the user is finished selecting products; and thereafter querying the user regarding possible purchase of an item not selected by the user but on said recalled list, before completing the online shopping session.

Still another method comprises: logging a shopper's habits or preferences exhibited in an on-line shopping environment in one or more database records associated with that shopper; and recalling said logged database record in a bricks and mortar store and using the logged information in connection with bricks and mortar shopping by said user.

Yet another arrangement comprises – in an on-line shopping method - displaying a virtual shopping aisle with graphical – rather than strictly textual – representations of items for sale, wherein items of potential interest to a shopper are presented more prominently than other items.--